

HOUSE No. 4309

The Commonwealth of Massachusetts

HOUSE OF REPRESENTATIVES, October 17, 2007.

The committee on Economic Development and Emerging Technologies, to whom was referred the petition (accompanied by bill, House, No. 4227) of Daniel E. Bosley for legislation to establish a creative economy council within the Executive Office of Housing and Economic Development, reports recommending that the accompanying bill (House, No. 4309) ought to pass.

For the committee,

DANIEL E. BOSLEY.

The Commonwealth of Massachusetts

In the Year Two Thousand and Seven.

AN ACT ESTABLISHING THE MASSACHUSETTS CREATIVE ECONOMY COUNCIL.

1 *Whereas*, The deferred operation of this act would tend to
2 defeat its purpose, which is to establish forthwith the Massachusetts
3 creative economy council, therefore it is hereby declared to
4 be an emergency law, necessary for the immediate preservation of
5 the public convenience.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 Chapter 23A of the General Laws is hereby amended by adding
2 after Section 61 the following section:—
3 Section 62. There shall be a Massachusetts creative economy
4 council within the executive office of housing and economic
5 development. The mission of the Commonwealth creative
6 economy council shall be to develop a statewide strategy for the
7 enhancement, encouragement, and growth of the creative
8 economy in the Commonwealth, and to promote through public
9 and private means responsive public policies and innovative pri-
10 vate sector practices.

11 The council shall consist of 23 members, 1 of whom shall be
12 the secretary of the executive office of housing and economic
13 development, or his designee, who shall also serve as chair of the
14 council; 1 of whom shall be the executive director of the Massa-
15 chusetts office of travel and tourism, or his designee; 1 of whom
16 shall be the executive director of the Massachusetts cultural
17 council, or his designee; 1 of whom shall be the director of the
18 Massachusetts office of business development, or his designee; 1
19 of whom shall be the executive director of the Massachusetts
20 Advocates for the Arts, Sciences, and Humanities, or his designee;
21 1 of whom shall be the director of the John Adams Innovation
22 Institute, or his designee; 1 of whom shall be the president of the
23 Massachusetts Technology Leadership Council, or his designee; 1

24 of whom shall be the chairman of the Massachusetts Lodging
25 Association, or his designee; 1 of whom shall be the president of
26 the Massachusetts Restaurant Association, or his designee; 3
27 members who shall each be a director of a regional tourism
28 council; 1 member who shall be from the Salem Partnership; 1
29 member who shall be from the Salem State College Assistance
30 Corporation; 1 member who shall be from the Berkshire Creative
31 Economy Initiative; 1 member who shall be the president of the
32 Massachusetts College of Art, or her designee; 1 member who
33 shall be appointed by the governor, who shall be an owner of a
34 sole proprietorship in the creative economy; 3 members of the
35 senate, 2 of whom shall be appointed by the senate president and
36 1 of whom shall be appointed by the senate minority leader; and 3
37 members of the house of representatives, 2 of whom shall be
38 appointed by the speaker of the house and 1 of whom shall be
39 appointed by the house minority leader.

40 Members of the council shall serve for a term of 2 years, and
41 may be reappointed. The council may adopt rules for the appoint-
42 ment of members, and may increase or decrease the number of
43 members.

44 The council shall meet at least 4 times annually. The council
45 shall exist for 4 years from the effective date of this section, pro-
46 vided further that the secretary of the executive office of housing
47 and economic development may petition the general court for an
48 extension of said term.

49 The duties of the council shall include, but shall not be limited
50 to, the following:— research and evaluate studies conducted
51 within the Commonwealth and in other states, to locate and iden-
52 tify best practices that easily transfer to the Commonwealth;
53 review the recommendations of the “Innovation Agenda:—

54 Growing the Creative Economy in Massachusetts” statewide
55 conference of May 3, 2006, and the Berkshire Creative Economy
56 Report, and other statewide and regional research-based recom-
57 mendations, in order to develop a statewide strategy for enhance-
58 ment of the creative economy; provide recommendations on
59 restructuring economic programs within state government to
60 enhance creative economy efforts; provide strategies and proposed
61 legislation where necessary to provide linkage between programs
62 to enhance the creative economy; establish metrics to measure the

63 effect of the creative economy on other sectors of the economy by
64 developing and conducting extensive statewide research and cre-
65 ating a database from the results; foster education and workforce
66 development in the creative economy sector by stimulating efforts
67 to develop career pathways for creative industries; research the
68 potential for an online resource directory, including but not lim-
69 ited to the development and promotion of a web based resource
70 highlighting the creative economy and its member companies and
71 organizations; research the potential for a comprehensive commu-
72 nications program targeting member communities, organizations,
73 stakeholders and interested parties, including the promotion of
74 networking across the creative economy sector; and research
75 methods to brand Massachusetts as creative economy leader.

76 The council may define the creative economy to include, but
77 not be limited to, the many interlocking industry sectors that
78 center on providing creative services such as advertising or archi-
79 tecture or creating and promoting intellectual property products
80 such as arts, film, computer games, multimedia, or design.

81 The council shall submit, not later than December 1, 2008, a
82 written report of its activities to the chairs of the house and senate
83 committees on ways and means, the chairs of the joint committee
84 on economic development and emerging technologies, the chairs
85 of the joint committee on tourism, arts, and cultural development,
86 and the chairs of the joint committee on community development
87 and small business. The report shall include recommendations to
88 the general court regarding proposed changes to this section, or
89 any other section or chapter of the General Laws, or any regula-
90 tions promulgated pursuant thereto, necessary to promote the cre-
91 ative economy in the Commonwealth.

92 Said council shall report to the general court the results of its
93 investigation and study, and its recommendations, if any, together
94 with drafts of legislation necessary to carry its recommendations
95 into effect, by filing the same with the clerk of the house of repre-
96 sentatives who shall forward the same to the chairs of the house
97 and senate committees on ways and means, the chairs of the joint
98 committee on economic development and emerging technologies,
99 the chairs of the joint committee on tourism, arts, and cultural
100 development, and the chairs of the joint committee on community

101 development and small business, on or before the first Wednesday
102 in December, 2008.